

Career Path Overview and Case Study Outline

[Rick Rivas](#)

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Outline: Career Path and Case Study #1

Information Architecture

In this assignment students will begin to detail the specific career path they are targeting, including an outline for their first case study. The term used to describe the organization and naming of the sections, headings etc is information architecture.

The 3 primary categories of the document should include:

1. Job Description
2. Case Study Outline
3. Imagery

Presentation

Students will also need to do some basic typographic styling to make their documents (PDF and Canvas Post) consistent, scannable and engaging.

The minimal styling requirement for the is:

- typeface*, i.e. modern sans serif vs traditional serif
- size (e.g. 12 points), style (e.g. italic) and weight (e.g. bold)
- *not available for the canvas post.

Job Description

In the previous exercise students analyzed and detailed current job descriptions for their selected field of specialty. In this exercise students will use that knowledge to describe in specific terms the job position they will be targeting.

The required content for this section are listed below. Please do not provide 'an array of potential options'; provide only one response based on your primary employment objective.

- Job Title
- Role
- Qualifications
- Seniority Level
- Employment Type (Full time, Freelance etc.)
- Keywords that are important to include

Case Study Outline

Additionally students will provide an overview and outline for their first portfolio case study. Keep in mind that the purpose of a portfolio case study is to demonstrate a candidate's experience, abilities and qualifications for the job they are targeting.

Students may use any heading term they prefer. Here are the primary sections that should be detailed in this assignment:

- Introduction
- Role
- Problem Statement
- Solution and Process (i.e. Research, Brainstorming, Iteration, Variation, Evolution)
- Reflection (i.e. Evaluation, Take-Aways, What I learned, Analysis, Future)
- List of important Keywords to include

Imagery

Describe the key images that will be used to support your case study. Below are some examples of typical images used in portfolio case studies:

- Screenshots of product on different devices (iPhone, iPad, Computer, etc)
- 3D Rendering (on products for packaging design)
- Sketches/Drawings
- Color Palette/Style Guide
- Process Roadmap
- Moodboard
- Magazine Rendering

Deliverables

Students are required to submit the following to receive credit on their assignment:

- PDF---Upload your PDF document ("Date_Last+First+InfoArch.pdf" e.g. "200920_RivasRick_InfoArch.pdf") to your "Practice Assignments" dropbox folder.
- Canvas Post---Presentation and Professionalism are important
- Peer Critique---proof-read two other students outlines and provide constructive criticism. Try to distribute the feedback so everyone gets assistance from their peers ;)